

1

2

3

NHTSA CPS Campaigns and Resources

- [“If You Love Them Enough”](#) CPS/Tweens campaign
- [“Where’s baby? Look before you lock”](#)
- [Child Passenger Safety Week](#): September 19-25, 2021
 - Seat Check Saturday – September 25
- [Car Seat Installation Videos](#)
- [Ease of Use](#)
- [Car Seat Finder](#)
- [Car Seat Registration](#)



4

Additional Resources

- State Training Contacts by State for Child Passenger Safety
<https://www.nhtsa.gov/car-seats-and-booster-seats/training-contacts-state-child-passenger-safety>

- Image library – Fall 2019
<https://nhtsaimages.zenfolio.com/f119551032>

Car Seat by Child's Age and Size

There are many car seat choices on the market. Use the information below to help you choose a car seat that meets your child's needs.



Birth - 12 Months

Your child must be age 12 months, weigh at least 21 pounds and be 29 inches tall to use a forward-facing car seat. There are different types of rear-facing car seats:

- **Convertible:** May also use as a booster seat when your child reaches the top weight limit allowed by the car seat's manufacturer. Once your child reaches the maximum car seat, your child is ready to transition to a forward-facing car seat with a harness and belt.

1 - 2 Years

Keep your child rear-facing as long as possible. It's the best way to keep him or her safe. Your child should remain in a rear-facing car seat until he or she reaches the top weight limit allowed by the car seat's manufacturer. Once your child reaches the maximum car seat, your child is ready to transition to a forward-facing car seat with a harness and belt.

Learn about the different types of car seats.

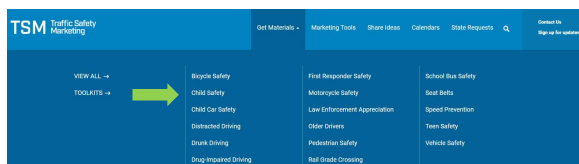
Child Car Seat

<https://www.nhtsa.gov/vehicle-safety/seats/child-car-seat>

5

CPS Week – Traffic Safety Marketing Assets

- Navigate over to:
www.trafficsafetymarketing.gov
- Select 'child safety' or 'child car safety'



6

CPS Week – Traffic Safety Marketing Assets

- In 'Child Safety,' select 'Child Passenger Safety Week' on the top left or below on one of the campaign tiles

The screenshot shows the TSM Traffic Safety Marketing Assets website. The 'Child Safety' section is highlighted. Under 'Campaigns Under Child Safety', there is a grid of tiles. The 'Child Passenger Safety Week' tile is selected, indicated by a green arrow.

7

CPS Week – Traffic Safety Marketing Assets

- CPS Week homepage

The screenshot shows the TSM Traffic Safety Marketing Assets website. The 'Child Passenger Safety Week' section is highlighted. Under 'Digital Videos', there are five video thumbnails. A green arrow points to the first video thumbnail, 'They're Worth It - Baker Spanish'.

8

CPS Week – Traffic Safety Marketing Assets

- Check out the Earned Media for the fact sheet, sample news releases, and a sample proclamation

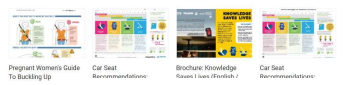
The screenshot shows the TSM Traffic Safety Marketing Assets website. The 'Earned Media - General Audience' section is highlighted. There are four tiles: 'Proclamation #1 CPS Week 2021', 'Proclamation #2 CPS Week 2021', 'Fact Sheet CPS Week 2021', and '2021 Child Passenger Safety Week FACTS and TALKING POINTS'. A green arrow points to the 'Fact Sheet' tile.

9

CPS Week – Traffic Safety Marketing Assets

- Educational flyers and For CPS Technicians

Educational Flyers



For CPS Technicians

PREVIEW | DOWNLOAD



Postcard (filable) Sneaker (3x4) PREVIEW | DOWNLOAD

How To Use a Car Seat Tether Child Passenger Safety PREVIEW | DOWNLOAD

How To Use a Car Seat Tether (Spanish) PREVIEW | DOWNLOAD

Postcard (filable) Locker Room (3x4) PREVIEW | DOWNLOAD

10

CPS Week – Traffic Safety Marketing Assets

What is a Tether and Why Is It Important?



How To Use a Car Seat Tether



Cómo Usar el Anclaje del Car Seat



11

CPS Week – Traffic Safety Marketing Assets

- Note website for most up to date image library

Images



NHTSA Image Gallery

Car Seat Icons (various formats)

EXTERNAL LINK

PREVIEW | DOWNLOAD

Social Media



Sample Messages
CPS Week 2021

DOWNLOAD

12

CPS Week – Traffic Safety Marketing Assets

- Infographics, static, animated and GIFs for social media

Social Media - Infographics



Animated Infographics - set of 4
DOWNLOAD

Animated Infographics - set of 4 (Spanish)
DOWNLOAD

Social Media Graphics



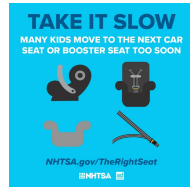
Animated Child Safety Social Media Graphics - Seasonal Q3 (set of 24)
Horizontal (12) and Square (12)
DOWNLOAD

Static Graphics set of 4
PREVIEW | DOWNLOAD

Pinterest (set of 6)
PREVIEW | DOWNLOAD

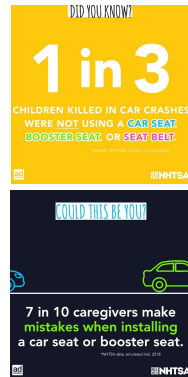
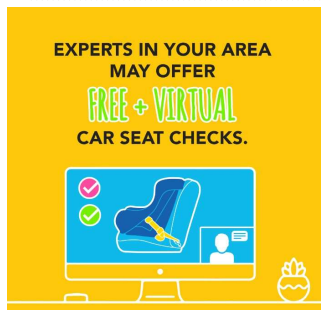
13

CPS Week – Traffic Safety Marketing Assets



14

CPS Week – Traffic Safety Marketing Assets



15

Future CPS Week Dates



CPS Week Future Dates

2020
Child Passenger Safety Week: Sep. 20 – 26, 2020
National Seat Check Saturday: Sep. 26, 2020
2021
Child Passenger Safety Week: Sep. 19 – 25, 2021
National Seat Check Saturday: Sep. 25, 2021
2022
Child Passenger Safety Week: Sep. 18 – 24, 2022
National Seat Check Saturday: Sep. 24, 2022
2023
Child Passenger Safety Week: Sep. 17 – 23, 2023
National Seat Check Saturday: Sep. 23, 2023
2024
Child Passenger Safety Week: Sep. 15 – 21, 2024
National Seat Check Saturday: Sep. 21, 2024

16

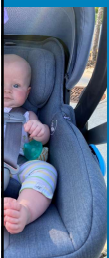
Looking to the Future

- Hybrid National Child Passenger Safety Certification Training Curriculum in development – rollout soon
- National Digital Car Seat Check Form – updates October 2021
 - www.carseatcheckform.org
- Continued research to develop effective behavioral and vehicle-related countermeasures
- Update FMVSS No. 213 – Child Restraint System
- Side Impact Protection
- Lower anchor and tether improvements



17

Thank you!



For more information please visit:

WWW.NHTSA.GOV and WWW.TRAFFICSAFETYMARKETING.GOV

Highway Safety Specialist – Occupant Protection Division

Laura Dunn

laura.dunn@dot.gov

18